# *Catalist* | Ad Data Toolkit

## The Ad Data Toolkit offers a variety of ways to search, analyze, and report on political ad data
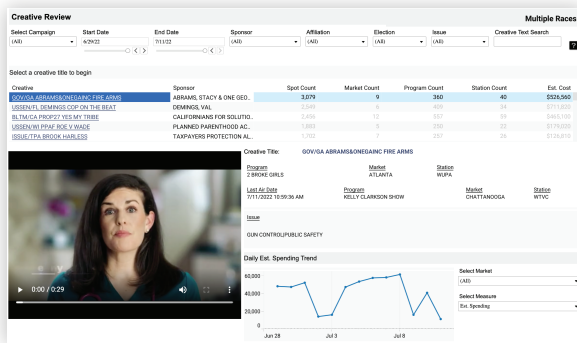
Toolkit modules give users a multitude of ways to examine creative content, media spending, sponsor activity, and market share of voice. In each view, users can filter by geography, campaign, start and end dates, affiliation, issues, and sponsor.

## Campaign Overview
Spot and cost totals by media market, state, and electoral race

## Creative Review
Analyze creative content and performance metrics for individual ads, as well as sponsor involvement



## Campaign Summary
Examine Market Share of Voice (MSV) and estimated spending for specified media markets, sponsors, ad types, individual creatives, and time of day

## Message Analysis
Categorizes ad content by topic as well as listing out individual ads that have run within filtered dates and media markets

## Daily Activity Monitor
Shows a day-to-day timeline by sponsor and creative, with details including estimated spend
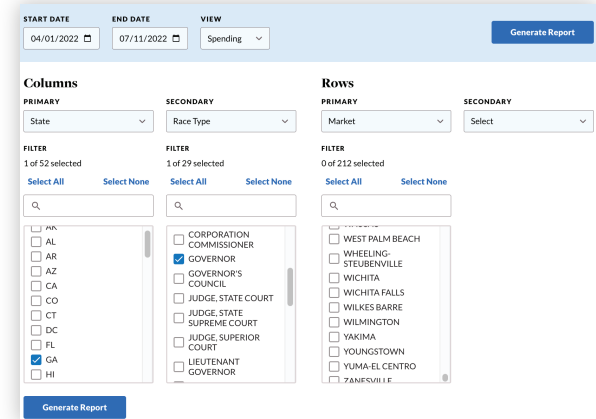
## Time of Day Analysis
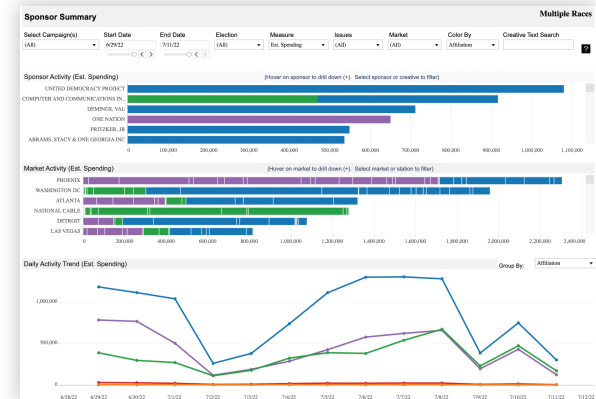Shows details about creative content placement

## Ad Data Analyzer
Allows users to generate custom Kantar ad reports



## Sponsor Summary
Shows ad data by the organization who paid for ad placement



## Email Notifications
Enroll in custom emails to stay up to date on specific campaigns, races, or issue areas

## KANTAR

Kantar Media is the leading nonpartisan political advertising data provider. Their Campaign Media Analysis Group (Kantar/CMAG) delivers real-time, accurate information on where TV ads are airing, what they say, how much is being spent, sponsor specifics, issues, tone, and other messaging trends.